

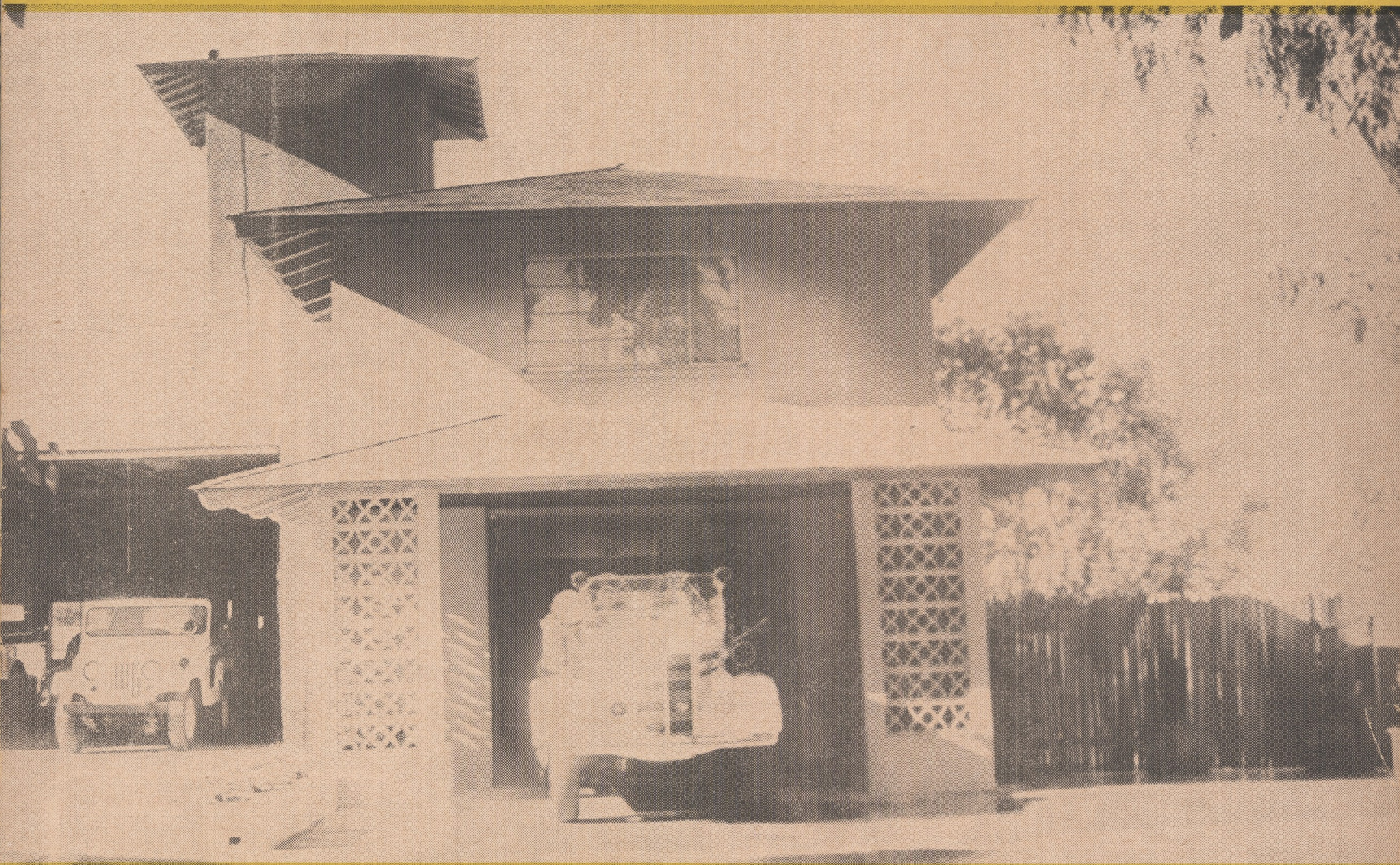
ASSOCIATION BULLETIN

PUBLISHED BY THE RANCHO SANTA FE ASSOCIATION FOR THE BENEFIT OF ITS MEMBERS

Volume 6, Number 1

Rancho Santa Fe

January, 1959



Community groups cooperated in making possible this handsome addition to Rancho Santa Fe's district fire house

In This Issue

Board Meetings

New Director Named

School Bond Election

Art Jury

Fire Department

Riding Club

Country Friends

Garden Club

Garden Page

BOARD MEETS DEC. 5, 19

Golf-Course Problems Studied As Public Hearing Held

The Association board of directors met at 8 a.m., an hour earlier than usual, at its second regular December session, and held a special open hearing on questions relating to the operation of privately-owned golf carts on the Rancho Santa Fe course.

All golf-cart owners were invited to attend, whether or not they were Association members, or non-residents of the Ranch. The hearing was part of an extensive study being made by board and its golf committee in all aspects of course operation.

Present to participate in the board's open hearing were Carl W. Croft, chairman, and Roy J. Kirby, member, of the Association's golf course committee.

In the course of the two-hour discussion, several significant facts were brought out. It was emphasized that the fleet of Association-operated carts are very important to efficient course operation for two reasons.

First is the matter of safety, and liability for accident. Some months ago, an accident did occur, and at that time the board decided that only the best and safest available carts should be used. Comprehensive public liability insurance was also placed on all Association-operated carts for security against possible suit.

Furthermore, the Association now realizes approximately \$16,000 net per year from the operation of its carts. This constitutes an appreciable item in Association income, and helps keep the assessment level low for covenanted property owners.

This yield is the result of a very favorable offer made by the lowest qualified bidder when the cart-operation contract was let. Later check-up reveals that this contract is more favorable to the Association than any similar franchise known in the entire Southern California area.

It was further emphasized that steps were needed now to protect the Association's franchise in view of the rise in number of electric carts that is anticipated. Both Association income and the security of users are involved.

The registration of all private carts, together with an annual or quarterly operating fee were discussed. No action was taken, however, pending further study by the golf course committee and the board.

In connection with the appointment of Capt. B. F. Jenkins as a director of the Association, the board accepted his resignation as an alternate member of the Association Art Jury. His

Capt. B. F. Jenkins Named Director Of Association



CAPT. B. F. JENKINS

At its December 19 meeting, the board of directors appointed Capt. B. F. Jenkins a director of the Association to serve for a term of 2 1/2 years.

Capt. Jenkins brings much experience in land development and housing to the board. After retirement from the Navy in 1946, he formed San Diego Associates, Inc.

A graduate of the U. S. Naval Academy in 1916, Capt. Jenkins saw active duty in both World Wars.

He was prominently associated with the lighter than air service at Moffat Field during the 30's and again during World War II at Lakehurst, N.J., at Houma, and New Orleans.

A Ranch resident for four years, Capt. Jenkins has served during the past year as alternate on the Association's Art Jury.

replacement has not yet been named.

Claude A. Welles was reappointed by President Booth to serve as a member of the Rancho Santa Fe Association Art Jury for a period of three years, effective January 1, 1959. The Board, at its December 5 meeting, unanimously approved the appointment.

The application of Harry J. Lee for the keeping of two horses on El Vielo was approved.

One subdivision, that of Allan R. Faust, was denied, and the following two were deferred for further study: the application of Robert Keith for division of his 9.3 acres on Puerta del Sol into four parcels; the application of Faith Gier for division of her 7.8 acres on Las Planidares into two parcels.

J. W. Bertch, Association Director, Passes Suddenly

The memory of Mr. J. Widman Bertch is honored in this issue of the Association Bulletin by his friends and colleagues on the board of directors.

Mr. Bertch passed away at his home from a sudden heart attack on November 27. He had not suffered a previous illness, and the attack was unexpected. He was 58 years old.

Brought up in Michigan, Mr. Bertch was formerly vice president in charge of the Detroit office of N. W. Ayer & Son, Inc., nationally-recognized advertising firm.

Services for Mr. Bertch were held Dec. 1 at the Metcalf Funeral Home, Grand Rapids, Michigan.

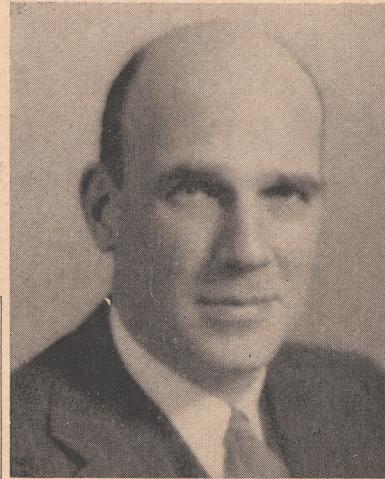
The family requested that, in lieu of flowers, donations in Mr. Bertch's memory might be made to the landscape fund of the new Village Church.

Mr. Bertch, who retired two years ago, was a member of the Country Club of Detroit, University Club, the Detroit Club and Los Ancianos of Rancho Santa Fe.

After his retirement, Mr. Bertch took an active interest in Ranch affairs. He served on the Art Jury and the Citizens' Committee.

Last June he was elected to a three-year term as member of the board of directors of the Rancho Santa Fe Association.

An accomplished pianist and gardener, Mr. Bertch loved the



J. WIDMAN BERTCH

Ranch life and made many friends in the relatively few years in which he served the community so well.

Born in Portland, Maine, Mr. Bertch was educated in Grand Rapids and graduated from Dartmouth College in 1923. Before joining N. W. Ayer in 1947, he was associated with the J. Peterson agency, Lee Anderson Advertising Co., and the Geyer-Nowell-Ganger agency.

During World War II, Mr. Bertch was a member of the War Production Board and deputy director of the salvage division of that agency.

He leaves his wife Mildred and his mother, Mrs. Albert C. Bertch of Grand Rapids.

Robert L. Howes was approved; the lot realignment application of the estate of J. Widman Bertch on Avenida de Acacias was approved.

The subdivision application of Robert Keith on La Madreselva was denied.

Action was deferred on the subdivision applications of R. Q. Fellows and Maj. Gen. K. McNaughton.

RANCH TEMPERATURES

Mi. Ma.		Mi. Ma.	
Nov. 16	47 60	Dec. 1	54 71
	17 62 65		2 52 73
	18 52 69		3 60 80
	19 56 75		4 57 70
	20 59 76		5 56 64
	21 61 78		6 56 63
	22 60 74		7 51 62
	23 56 74		8 48 60
	24 59 77		9 50 64
	25 56 66		10 52 72
	26 59 64		11 61 78
	27 55 65		12 53 73
	28 51 73		13 52 64
	29 58 70		14 58 73
	30 55 71		15 62 76

The subdivision application of

Mrs. Ewing Aids Beautification

Another demonstration of Ranch beautification at work was contributed by Mrs. Gifford C. Ewing when she planted ever-green shrubs to improve the appearance of the village center, opposite the village green.

For a long time, this property has remained un-embellished, graced only by a few trees, a fire hydrant, street identification and the remains of an old sign.

The plantings combine low-growing "grey pfitzer" and cantoneaster Simonsi, whose grey-green coloring harmonizes with the acacias in the background.

As the shrubs which Mrs. Ewing has now had planted there grow up, the appearance of the lot will more nearly approach that of a landscaped area or park.

Mrs. Ewing has also been giving. (Continued on Page Seven)



CIVIC BEAUTIFICATION — This is the much-improved appearance of the corner lot just opposite the village green which Mrs. Gifford Ewing has planted recently.

STORAGE IS A FINE ART, TOO!



Storage of furniture to insure complete protection requires skill and "know how", facilities and equipment, plus pride in the job to be done. Every Mayflower Warehouseman, in every community, is proud of his handling of storage. You can store with confidence in a Mayflower Warehouse.

COLE MAYFLOWER COLE LA JOLLA TRUCK & STORAGE CO. 7851 Herschel GL 4-0444 For Information or Service Please Call Collect



SALES and SERVICE

Your Factory-Direct Dealer in Escondido

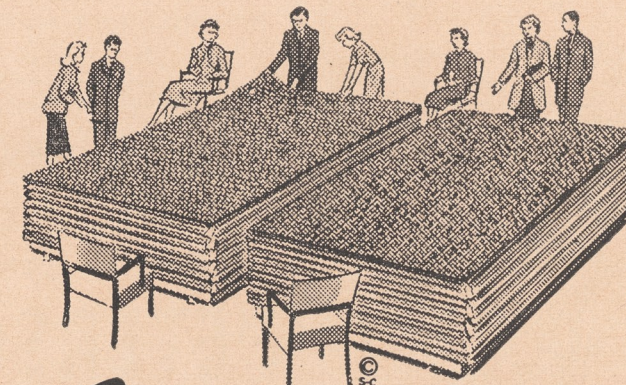
PALOMAR MOTORS

Complete Service Facilities

120 North Broadway

Sherwood 5-4820

Top Quality -- Bottom Price -- Best Service



Magic Carpet Co.

115 North Highway 101 Solana Beach SK 5-2116

Closest Carpet Specialty Shop to Rancho Santa Fe

Save ON FLOOR COVERINGS

Board Meeting

(Continued from Page Two) let. Later check-up reveals that this contract is more favorable to the Association than any similar franchise known in the entire Southern California area.

It was further emphasized that steps were needed now to protect the Association's franchise in view of the rise in number of electric carts that is anticipated. Both Association income and the security of users are involved.

The registration of all private carts, together with an annual or quarterly operating fee were discussed. No action was taken, however, pending further study by the golf course committee and the board.

In connection with the appointment of Capt. B. F. Jenkins as a director of the Association, the board accepted his resignation as an alternate member of the Association Art Jury. His replacement has not yet been named.

Claude A. Welles was reappointed by President Booth to serve as a member of the Rancho Santa Fe Association Art Jury for a period of three years, effective January 1, 1959. The Board, at its December 5 meeting, unanimously approved the appointment.

The application of Harry J. Lee for the keeping of two horses on El Viejo was approved.

One subdivision, that of Allan R. Faust, was denied, and the following two were deferred for further study: the application of Robert Keith for division of his 9.3 acres on Puerta del Sol into four parcels; the application of Faith Gier for division of her 7.8 acres on Las Planidares into two parcels.

The Board also adopted resolutions concerning the signing of checks and access to the safe deposit box, and heard the financial report of Secretary-Manager Smart. He reported gross revenues for the month of No-

Art Jury Meets December 12

Eight Approvals Granted In Last Session of Year

No denials, and a list of eight approvals, gave a holiday air to the December meeting of the Rancho Santa Fe Association Art Jury on December 13.

The following approvals were voted: The Inn, to construct a linen room; George Stuart, a residence and garage on San Elijo; Robert J. Konrad, residence and garage on his lot Harry Grossman, barn and fence on Rambla de las Flores.

Three preliminary applications were approved: J. A. Drinkwater, for a residence and garage on Avenida Alondra; John D. Isaacs, residence, garage and guest house on El Puerte; The Inn, a cottage on La Gracia; and Standard Stations, for a gas station.

Consideration was given to

three subdivision applications: R. G. Fellows, to divide 25.31 acres on Via de Fortuna into 2 parcels; Robert L. Howe, 13 acres on Camino Viejo into 3 parcels; Major General K Mc Naughton, 19.39 acres on Paseo Delicias into 4 parcels.

Also considered was the application of the estate of J. Widman Bertch for a lot realignment that would divide six acres on Avenida de Acacias into three parcels, and the application of K. S. Warren to keep one horse on his property.

Permits were issued to Edward L. Ransom, for changing his garage; to Eugene L. Freeland, for exterior color of residence; and to William Schofield, for changing a garage window into a door.

member as follows: Greens fees — cash \$4984.00 playing privileges \$3104.00; total \$8088.00.

Golf shop — carts \$1606.50; cleaning and storage \$315.00; merchandise \$2036.19; total \$3957.69.

Restaurant and bar \$5197.72. Grand total \$17,243.41.

Appointed as trustees of the George Richardson Foundation at the board's December 19 meeting were Mrs. Nancy W. Walker for one year; Mrs. Anne Richardson and Mr. Ward Miller for two years each.

The usual building application permit fee was waived by the board for the Village Community Presbyterian Church to be built on Paseo Delicias.

Approvals were granted for the keeping of horses by Harry Grossman on Rambla de las Flores and by K. S. Warren on Mimulus.

The subdivision application of (Continued on Page Five)



The Fancy Pantry

7852 Girard Ave.
LA JOLLA
GLencourt 4-2121

• Two of La Jolla's finest shops to serve you.

• Featuring imported & domestic groceries, wines, liquors & liqueurs.

• Featuring unique gifts and gift baskets for every occasion.

• Free deliveries each Tuesday & Friday to Rancho Santa Fe.

• Inquire about our ice cube service.

John F. Gill

Jeweler and Watchmaker
1200 Prospect at Ivanhoe
(Half-block North of La Valencia Hotel)

La Jolla GL 4-3285
Our 9th Year in La Jolla



Charles A. Lewis AQUI REAL ESTATE

Homes Lots Acreage
756 Hiway 101 Off. PL 3-2525
LEUCADIA Home PL 3-3214

The Town & Country

7541 Girard Ave.
LA JOLLA
GLencourt 4-6227

TUTWILER STUDIO

Photography for the Discriminating
Portraiture Our Specialty 154 E. Grand Escondido
SH 5-4341

... YOUR NEAREST FORD DEALER

for Sales and Service

"SATISFACTION GUARANTEED"

PETERSON FORD

IN ENCINITAS

100 North Highway 101 • Plateau 3-1161



Welcome Your Winter Visitors with



FRANAUD FLOWERS

628 First St. PL 3-2554 ENCINITAS

Country Friends Jewelry Show Proves Success

The Country Friends' recent sponsorship of a jewelry show at the Trader Shop netted \$1000 for charitable purposes, according to Mrs. Dorothy B. Patton, president.

The money, to be used among the Country Friends' 12 county charities, represents 10 per cent of total sales resulting from the display of rare gems and jewelry shown by Joseph Weisager et Fils of Paris early in December.

Considered to have been a most successful project in every way, the show will be brought back next year if possible.



SUCCESSFUL DISPLAY — Serge Weisager of Joseph Weisager et Fils explains the beauty of his jewelry display to Mrs. Weisager, Mrs. William O. Fleetwood, Mrs. Paul E. Lloyd and Mrs. Lester Walls at the Trader Shop of the Country Friends.

Riding Club Sets Annual Dinner Meeting Jan. 23

Members of the Rancho Santa Fe Riding Club will gather for their annual dinner on Friday evening, January 2, in the Meetin' House at The Inn.

Dinner is set for 7:30 p.m., with a social hour preceding it from 6:30.

The club will hear a report after dinner of another year's very successful activity, and will elect officers for the forthcoming year.

Board Meeting

(Continued from Page Four)

Robert L. Howes was approved; the lot realignment application of the estate of J. Widman Bertch on Avenida de Acacias was approved.

The subdivision application of Robert Keith on La Madreselva was denied.

Action was deferred on the subdivision applications of R. Q. Fellows and Maj. Gen. K. McNaughton.

NOW ...

TO LIVE SAFELY AND COMFORTABLY FOREVER AFTER ...

University brings you SAFETY SERVICE for your heating and air conditioning system.

CALL TODAY FOR DETAILS

University MECHANICAL & ENGINEERING CONTRACTORS SINCE 1926
Air Conditioning & Plumbing

546 Redwood, SHerwood 5-6913 ESCONDIDO



Sunday Evening Buffet

An Arabian night's supper of 101 different, delightful, delectable dishes.

ONLY \$3.50

Served 6:30 p.m. to 8:30 p.m. every Sunday night

THE Inn AT Rancho Santa Fe CALIFORNIA
Reservations Suggested Plaza 6-1131
WESLEY HADDEN, Vice President



TREE LIGHTING — This is the scene at Rancho Santa Fe's traditional Christmas tree lighting and carol singing festivity held on December 18. School youngsters joined with Village Church choirs in this memorable observance ushering in the holiday season.



CRECHE ON THE VILLAGE GREEN — This beautiful nativity scene was the center of the Christmas observance which attracted a large number of Ranch residents. Mrs. W. R. Fawcett was in charge of the committee which sponsored the tree-lighting event.

Gas Co. Tax Bill Not Peanuts; Ours Light by Compare

San Diego county's largest property tax payer, the San Diego Gas & Electric Company, recently paid \$3,102,003 to Wilbur Easton, County tax collector, for the first half of the utility's 1958-1959 San Diego county property tax.

Arthur R. Cox, vice president and treasurer of the company, said the organization's total 1958-1959 San Diego county property tax payment will be approximately \$6,204,009.

He added that the first-half installment is \$396,100 more than last year's for the same period, and that the year's full payment will be \$792,200 greater than the preceding 1957-1958 total.

In further comparison, Cox pointed out that the total 1958-1959 San Diego County property tax payment is \$4,539,574 greater than that paid ten years ago.

Leucadia VILLAGE FORGE

- Curtain-type fireplace screens made to order: Any size, any shape In 13 decorator finishes
- Name signs to order

1646 N. Hiway 101 PL 3-1641

We are Pleased to Announce the Opening of Offices in

RANCHO SANTA FE

Our 34th Office

Paseo Delicias PLaza 6-1161

J. E. LEE • JOHN McLAREN

LESTER R. WALLS, *Resident Manager*

SHEARSON, HAMMILL & CO.

Founded 1902

Members New York Stock Exchange and other leading exchanges

OTHER SOUTHERN CALIFORNIA OFFICES

BEVERLY HILLS, 9608 Santa Monica Blvd. • LA JOLLA, 1125 Wall Street
LOS ANGELES, 520 South Grand Ave. (17) • NEWPORT BEACH, 3363 Via Lido
PALM SPRINGS, 1103 No. Palm Canyon Dr. • PASADENA, 348 East Green Street
SANTA BARBARA, 1006 Anacapa Street • WESTWOOD, 1310 Westwood Blvd.

ORGANIZATION • EXPERIENCE • RESEARCH • IMAGINATION

Golf Report

John Hoskins, Constance Huntley Win Turkey Shoot

Winners of the Rancho Santa Fe golf club's annual "turkey shoot" were John E. Hoskins and Constance Huntley with a net 64, scored on a "best ball" basis.

Tied for second place were four couples, all with scores of 65. They were Dr. John E. Novak and Mrs. Russell H. Millar, Col. Charles H. Bock and Mrs. Bock, Lewis K. and Mrs. Pratt, Rodney and Mrs. Trucks.

Played at the same time was a "points vs. par" competition among the men.

George Crutchfield and Douglas J. Campbell tied for highest point score here with 40 each.

Bill Beals and John Hoskins were second, each with 39 points.

Investment House Opens New Office In Village Center

Shearson Hammill and Company, investment brokerage house with offices in La Jolla, opens a new office in Rancho Santa Fe's village center.

Shearson Hammill is a member firm of the New York Stock Exchange.

Lester Walls, whose residence is on Los Morros, is manager of the new facility.

Occupying the central space formerly used by Coles Interiors, the Shearson Hammill office will be equipped with direct wire service to the New York and all major securities and commodity exchanges, and will have a "board" for the convenience of Ranch investors.

Residents are cordially invited to stop in and inspect the new establishment, Mr. Walls said.

Shooting Forbidden Within Ranch Area

Shooting with firearms, whether for target purposes or hunting, is forbidden within the limits of Rancho Santa Fe.

This is enforced by a county ordinance, according to W. A. Smart, secretary-manager of the Rancho Santa Fe Association.

Infractions of this rule have been noted in the past, and care should be taken to warn anyone

again that shooting on the Ranch is against the law.

Beautification

(Continued from Page Three)

ing generously of her time and wide knowledge of landscape art in guiding the projects of the Garden Club's Ranch beautification group.

Right on Your Way to San Diego . . .
• Easy Pick-up • Low Cash & Carry Pices

DEL MAR CLEANERS

The Post Office is next to us

CHURCHILL & GASSOU HARDWARE

- Dutch Boy Paints
- Frigidaire Appliances

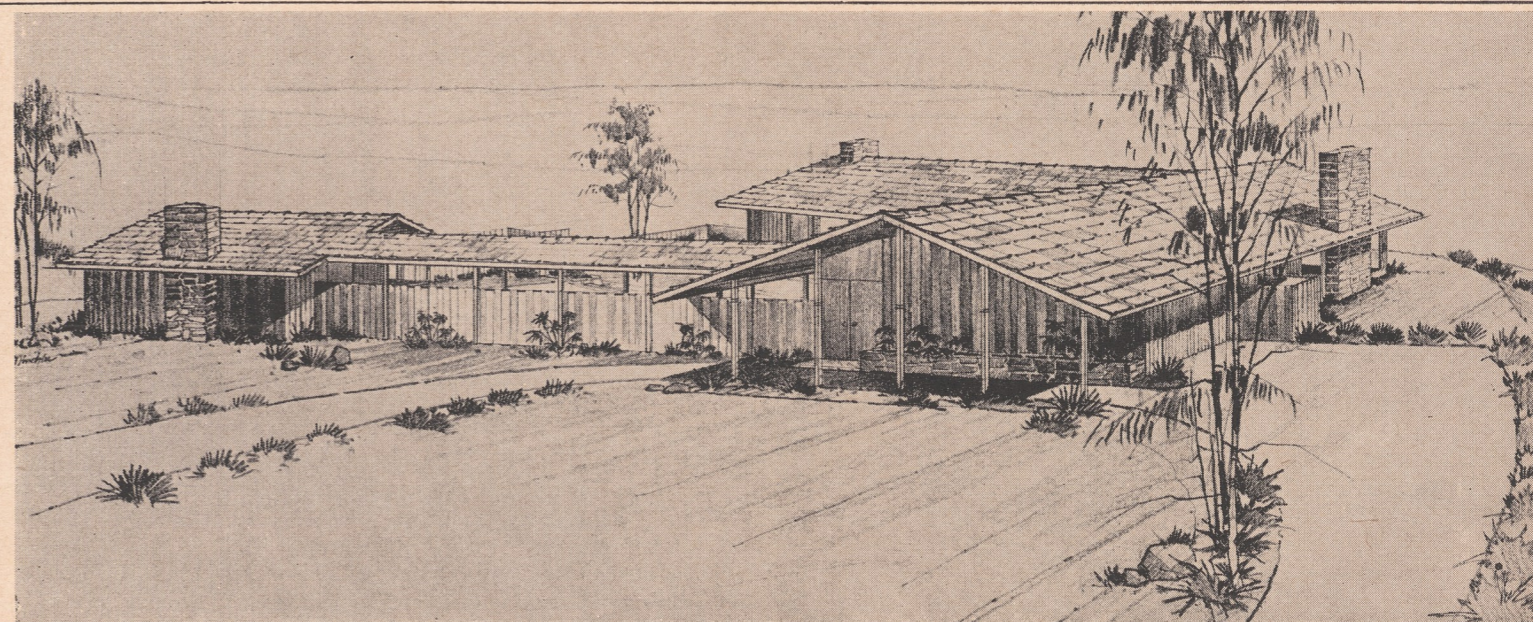
140 E. Grand ESCONDIDO SH 5-2441

Where Quality Tells and Service Sells

the
Fireside
Restaurant and
Cocktail Lounge



A noted landmark for fine American fare, served in an atmosphere of quiet charm! Luncheon, cocktails and dinner . . . complete banquet facilities. Member of Diners and Esquire Clubs. Al Lowrey at the Wurlitzer.
Highway 395 at W. Washington
ESCONDIDO



A Country Home by . . .

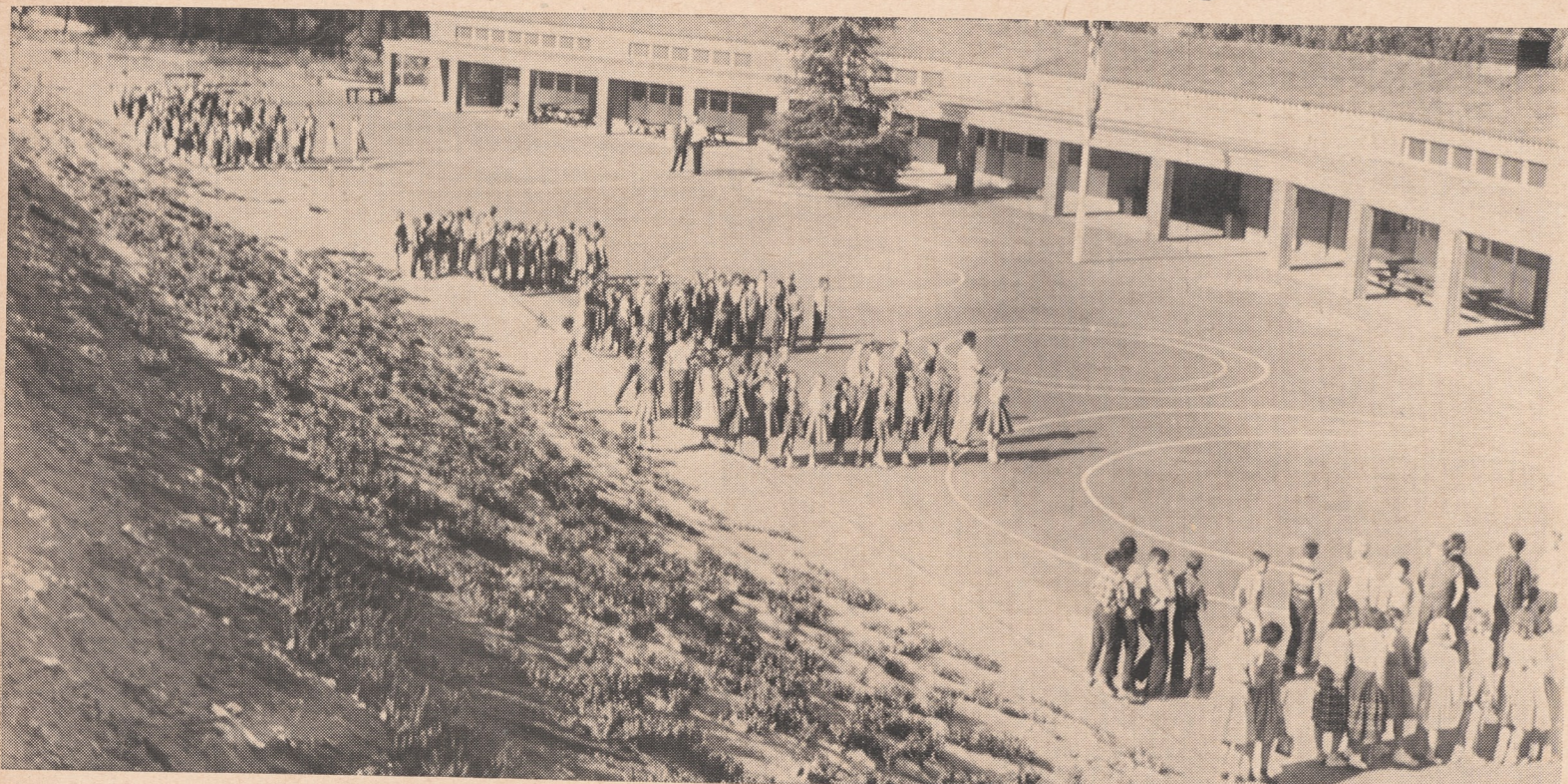
HOWARD G. STEINWINTER & JOHN BANCROFT

PLaza 6-1171

Box 6, RANCHO SANTA FE

General Contractors

School Addition Needed to Serve Rising Enrollment



IT CAN'T HAPPEN HERE — This is a fire-drill held at the Rancho Santa Fe school. Drills like this are conducted monthly by Fire Chief Jim Fox without warning or preparation by the

youngsters. Precautions like this prevent the occurrence of disastrous fires like those in the recent news.

Cost Just Over \$11 Per Foot; Termed 'Most for the Money'

Bonds for financing a minimum-cost school-house addition to provide the necessary space for Rancho Santa Fe's rising school enrollment will be put to community vote on January 27 at a special election.

Dr. Neil J. Randol, school board chairman, invites interested persons to inspect the facts and figures on which cost estimates were based. This information is available in the principal's office whenever school is in session.

"The board has attempted to make sure that the school's buildings are educationally sound and that the community will get the most out of each bond dollar spent," Dr. Randol said.

He pointed out that the bond issue of \$98,000 was arrived at only after intensive investigation

of construction and material costs, and that careful planning will permit a building cost of slightly over \$11 per square foot.

The general construction cost is \$68,270. Site development, utilities, surveys and plans including the architectural fees, construction tests and inspections, furniture and equipment and the 12 per cent contingency fund add up to another \$29,424. This brings the overall total to \$97,694.

The new addition is planned to harmonize perfectly with the existing school structure. It will provide three new classrooms and a kindergarten. Two of these will be divided by a sound-proof but movable partition so that they can be thrown together for school assemblies or civic gatherings. An audience of 240 persons could thus be seated.

As proof that a new building

is needed, Dr. Randol offers this evidence of a 485 per cent increase in the school's average daily attendance during the past eight years:

Year	Average daily attendance
1950-51	38
51-52	53
52-53	72
53-54	76
54-55	102
55-56	132
56-57	143
57-58	162
58-59 (as of November)	184

This upward trend is bound to continue, Dr. Randol said, and the school is pushing its top capacity right now. If any more children are enrolled, two grades will have to go on half-day sessions this year. Next year, two or more grades will surely face this handicap unless the new classrooms are added.

Assuming that the bonds are out for bid by the local school board. Construction is expected to begin in mid-April, after the following steps have been taken:

Preliminary plans, approved by the school board at its regular monthly meeting in December, must be approved by the county superintendent's office and also by the state division of schoolhouse planning. This should be completed Feb. 1.

The bonds will then be ordered sold in mid-February. Money should be available, and the contract awarded by April 15.

Construction is expected to take six months.

Other members of the school board, constituted at an organization meeting held in July included Mrs. P. W. Pichel, clerk Mrs. Milton Stout, Board member.

COVER PICTURE — Jim Durant runs up daily test on the Ranch fire department's triple combination pumper. Shown are the architectural and landscaping improvements just completed by the fire district with assistance from the Garden Club.

Chrysler - Imperial - Dodge - Plymouth

SIMCA

Complete Service Facilities

Your Direct Factory Dealer in ESCONDIDO

"Where Customers Send Their Friends"

Hidden Valley Chrysler & Dodge

A New Location to Better Serve You

121 N. Broadway SHERWOOD 5-5311

Land Transfers

The following real estate transfers have been recorded since the last issue of the Bulletin went to press.

Purchasers whose names appear in bold-face type are new covenant members of the Association.

David G. & Richard G. Beach to Harry Long, Sidney R. Jandorf, George J. Lewis, et al, por. lots 6 & 14, block 33, Rancho Santa Fe.

Jane Perry to Louis R. Richmond et ux, por. lot 10, block 32.

John E. & Harriet C. Howe to Neil and Mary J. McQueen, por. lots 2 & 4, block 43.

Robert A. & Hettie L. Henneg to **E. Virgil & Carol J. Christensen**, por. lot 3, block 11.

A. Dewey and Gertrude M. Allard to Huntington Hotel Co., por. lots 1 & 2, block 32.

J. C. Nichols to **Hugh T. & Alice C. Verano**, por. lot 5, block 32.

R. Victor Venberg to Linn W. & Helen Coffey & Gene & Joanne V. Pedersen, lots 9, 10, 11, block 36.

Brunson Prop., Inc., to Herbert J. Peterson, lot 7, Phillip Hts., block 10.

Clean Out That Attic!

Garden Club Seeks Rummage For Feb. Sale

Don't wait for "spring cleaning." Get rid of your surplus goods and solve that storage problem right now.

This is the good advice of Mrs. Harry W. Booth Jr., chairman for the Garden Club's 1959 "rummage sale" to be held February 10 and 11.

Mrs. Booth's committee is already hard at work collecting useful or decorative objects of every description. These will be sorted, priced, tagged and displayed for sale to the hundreds of people who travel from miles around to snap up the bargains and choice items for which this annual event has become famous.

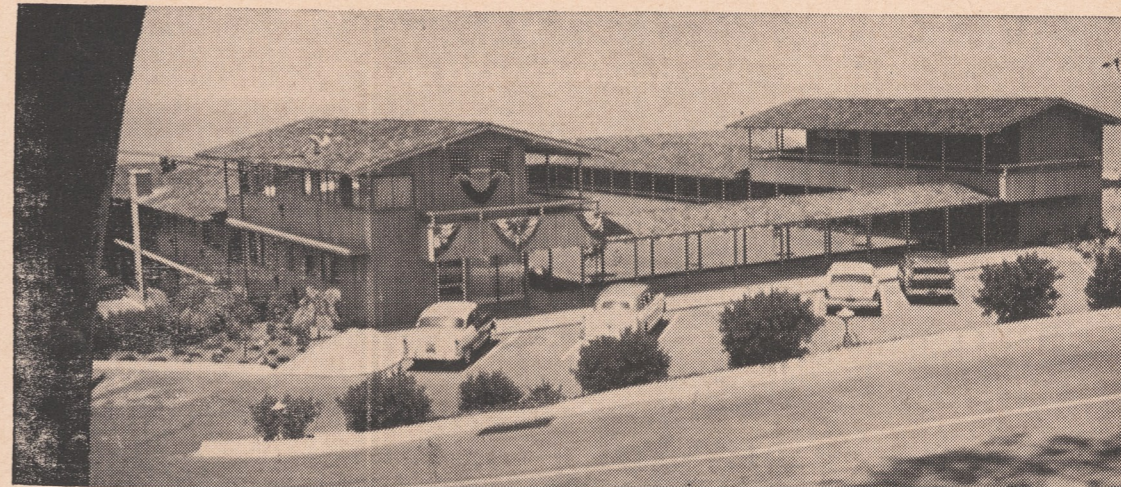
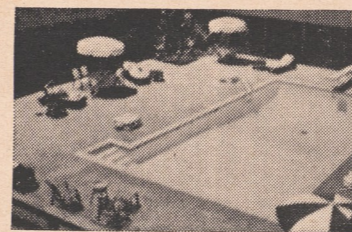
Everything is welcome, Mrs. Booth said. Rummage is needed right now, and all a person has to do is telephone Mrs. Booth herself at PLaza 6-1597. Donations will be picked up gladly at any time that suits the convenience of the giver.

All kinds of furniture, appliances, linens, books, patio equipment, clothing for adults or children, shoes, hats, jewelry, objects d'art, bric-a-brac — all this is welcome, and almost anything else you can think of as well.



HOME DECORATIONS FOR CHRISTMAS — Garden Club members gathered December 9 to hear a discussion of this subject by Mrs. Merrill Grow. With her are Mrs. Harry W. Booth Jr. and Mrs. Reginald M. Clotfelter.

The Motor Hotel with Hospitality



- Heated pool in bricked patio
- TV & phone in each room
- Spacious ocean-view units
- Continental breakfast
- Lunchtime snack bar
- Tigosta Room for cocktails

DEL MAR'S NEWEST, MOST EXCLUSIVE APARTMENT HOTEL

Namara Inn

PHONE SK 5-1501

DEL MAR, CALIF

Mr. and Mrs. Clifford J. McNamara owners



ROSE CULTURE — This is considered one of the handsomest bare-root rose plantings in the Ranch area. Bushes were cut back in August so that they will bloom twice during the year. It is the garden of Mrs. Carl J. Fischer Jr.

Bareroot Roses Should Be Planted Now

A mental picture of next summer's rose garden is enough to carry many a home gardener thru the winter.

According to the California Association of Nurserymen, it is a pleasant paradox that bareroot rose planting time in California coincides closely with the first day of January — whether just before or just after, being a personal matter.

It is common gardening knowledge that the best time to transplant any deciduous shrub is when it is dormant, and roses are no exception. At this time they can be safely moved without any harm or setback and they are in the best physical condition to stand the shock of transplanting.

An even more important reason for planting roses bareroot is that when you put them in the ground now they have a chance to become established. Even though the top shows no growth, they actually put out root growth as soon as the cold weather is past. The fact that the roses have a chance to take hold in their new location means they will be better producing plants come spring.

The home gardener will find many "bargain" roses offered during this season. He must bear in mind that a rosebush is going

to be around a long time, and it pays to buy the very best plant. Especially since the difference in most cases only amounts to a few pennies.

Sunlight, soil and drainage are three necessary factors in any rose planting. Consult your local nurserymen for complete details on how to plant bareroot roses. Sunlight, soil and drainage are three necessary factors in any rose planting. Consult your local nurserymen for complete details on how to plant bareroot roses.

The result is a lush garden, a great deal more satisfaction and the inevitable suggestion of a friend that you were born with a "green thumb."

Garden Page

Garden Checklist

1. Evergreen and deciduous shrubs may be transplanted now. If you plan to move one, be sure the soil around it is moist. Keep as much soil as possible at the roots.

2. Don't prune fuchsias yet. Wait until winter really sets in — during the latter half of January is usually the best time.

3. Vegetables to plant now include cabbage, carrots, beets, turnips, chard and lettuce. Plant onion sets for salad onions in spring, and onion seed for large onions next summer.

4. Keep debris raked up. If you failed to get those last leaves that fell, get them now. They tend to smother grass and other growing things when wet, and they host insects and carry over fungus diseases too.

5. The tall, hybrid garden lilies are still high on your planting list. Give them a loose, well-drained soil. A soggy soil will do them in in no time.

to be around a long time, and it pays to buy the very best plant. Especially since the difference in most cases only amounts to a few pennies.

Sunlight, soil and drainage are three necessary factors in any rose planting. Consult your local nurserymen for complete details on how to plant bareroot roses.

the proper condition and then add the conditioner.

These efforts with the spade pay off handsomely. Water is easily made available to plant roots; nutrients naturally in the soil are freed to be absorbed by the plants; and food you add later does many times the good it did before your soil was conditioned.

The result is a lush garden, a great deal more satisfaction and the inevitable suggestion of a friend that you were born with a "green thumb."

Slippers

for the Family



- Christmas Ideas
- Shoe Valets
- Gift Certificates
- Belts, Socks

MARSHALL SHOE & REPAIR
112 W. Plaza
SK 5-1776
SOLANA BEACH

The Flat Effect; 'Espalier' Plants Are Decorative

The flat look may be on its way out in Paris, but it will always be in vogue with gardeners. Even in spacious gardens, flat, espaliered plants have their places. And in small gardens they are a plain necessity.

An "espalier," to be sure, is not easy for the amateur to achieve. It takes time and patience to come up with just the shape and effect you want. But practically all nurserymen offer several different plants already trained and ready for your garden. Most of these are in five-gallon cans. A few are available in gallons.

You'll find that espaliered plants bear a somewhat higher price tag than their untrained counterparts, which is understandable. You are paying for many months — often years — of effort that went into making a perfect plant.

Plants often found as full grown espaliers in nurseries include:

Firethorn, or Pyracantha, which is especially attractive — not only for its vivid berries in fall, but for its lacy white flowers in spring;

Citrus in several varieties. Not only does citrus make an attractive flat planting, but the wall against which it is planted often traps heat and ripens fruit in areas where it normally does not mature;

Camellias, especially the willowy sasanqua varieties in bloom at nurseries now;

Star Jasmine, which makes a shrubby and fragrant flat planting;

Dwarf fruit other than citrus — especially apples and pears.



SPACIOUS INTERIOR — This is the general view of the fire department's new assembly hall for use of its own volunteers, the Boy Scouts and other civic groups.

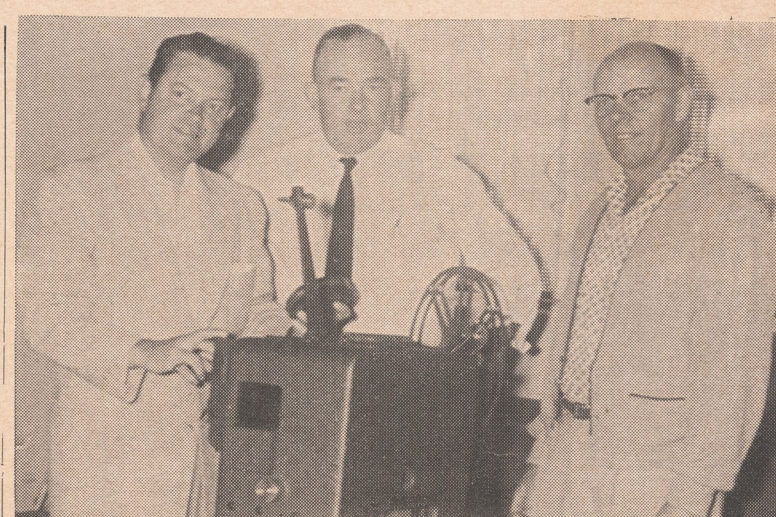
Volunteer Firemen, Civic Groups Gain Assembly Hall

The handicraft of Edward J. Schriefer, and the generous donations of Garden Club members, have combined to make the newly-opened fire department assembly hall a place of unusual beauty and charm.

Furniture built by Mr. Schriefer includes a bench, storage cabinet and projector stand, all carefully wrought of Philippine mahogany.

The Rancho Santa Fe Garden Club contributed \$500 for other furnishings, and its Beautification group donated five planter boxes to ornament the building. Mrs. Gifford Ewing, who contributed some of the plants for these, also served as beautification counselor for the project.

The fire commissioners through their chairman, Chester A. Root, has asked the Bulletin to express their gratitude to all who helped, and to announce that the hall, although planned primarily for volunteer firemen



FURNISHINGS — Checking out the projector recently acquired for the new fire department assembly hall are Chester Root, fire commission chairman, Fire Chief Jim Fox and Fire Commissioner Ray Greist. Projector stand, cabinet and bench were made by Edward J. Schriefer.

and boy scouts, is available to any recognized community activity group in need of a meeting place.

Keeping Up Soil Called Secret Of 'Green Thumb'

Is a green thumb something you're born with?

That question was put to a California nurseryman recently and the answer was an explosive, "NO."

"The chances are," he replied, "that the gardener with the greenest thumb also has the strongest back."

Not that there aren't definite tricks of the trade, which enable one person to cultivate the same plot of ground with more success than another. But basically,

the secret of success lies in the willingness to do a thorough job.

When polled, several other gardeners had precisely the same answer. And without exception, all felt that the effort which went into maintaining the soil paid off higher dividends than any other single thing the gardener could do.

"You can't grow a plant in cement," was the way one nursery man put it. "And that's just what half the gardeners in the state try to do."

Except in the fertile valley bottomland, most Californians garden in adobe-like soil that compacts easily and resists all efforts at water penetration. It's

an unhappy, but far from hopeless plight.

But, with the advent in recent years of commercial soil conditioners, even the meanest soil can be improved. The conditioners hold the soil in the state you want it, and even rain fails to compact it. The only hitch: You can't just add the conditioner and hope it does the job for you. You have to work the soil into

OLA JOHNSON . . . LANDSCAPE SERVICE and GARDEN SHOP

Your headquarters for landscaping supplies and service
EQUIPMENT RENTALS SPRINKLER SYSTEMS

. . . for your every need . . . simple, practical layouts

BEDDING PLANTS, BULBS, TREES & SHRUBS

ORDER YOUR BARE ROOT ROSES NOW

FERTILIZING . . . complete stock of fertilizers, insecticides and plant materials

Licensed Contractor . . . for your protection

Masonry Work . . . stone, brick, etc.

Creative and practical designing

Rancho Santa Fe • In the Village Center on La Granada • PL 6-1427

YOUR Garden

is our Business!

Sunday Luncheon

. . . a specialty for Ranch Families

AT THE COUNTRY SQUIRE

Also . . . TEAROOM

Quick Lunch a la Carte Available on Weekdays
Soup - Pop Overs - Sandwiches
Salads - Desserts

Open 12:15 to 3:30 Daily
Closed Mondays

PAUL T. GALLEHER

REALTOR

Country Squire Courtyard

Rancho Santa Fe

HARLEY E. ANDRE — ASSOCIATE

PL 6-1180

DOGS POISONED

Humane Society Offers \$500 Reward

A series of dog poisonings has led the Humane Society, with the help of sympathetic Rancho Santa Fe residents, to offer a reward of \$500 for information leading to the conviction of the person or persons responsible.

Four dogs have been poisoned, one fatally, within the last few months. Alarm is growing among dog-owners on the Ranch.

Humane Society spokesmen stress the fact that this reward is not aimed at persons who are doing responsible rodent poisoning under controlled conditions. Rather, it is offered to stop any irresponsible elements who may possibly be contributing to the situation.

Burning Permits To be Renewed On Jan. 1

Burning permits should be renewed by Ranch residents as soon as possible after January 1, according to Fire Chief Jim Fox.

Permits are issued on a 12-month basis. They are required for any burning other than in an incinerator.

Highway Patrol Fetes School Safety Youngsters

Members of the Rancho Santa Fe School's safety patrol were guests of the California state highway patrol on the Tuesday before Christmas.

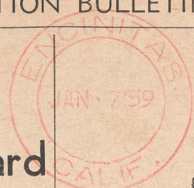
Escorted by highway patrolmen, 13 eager youngsters witnessed demonstrations of the latest weapons of warfare at Camp Matthews, ate lunch in the Marine Corps mess hall and attended a Christmas party afterward.

Residences
Building Sites
Investment Properties

In Rancho Santa Fe
And Adjoining Areas

NELSON and CHAPIN

Montgomery L. Hart, Associate
PASEO DELICIAS



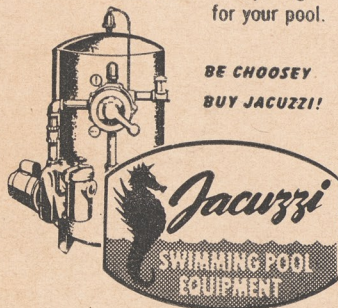
Mr. R. M. Clotfelter
Paseo Delicias
Rancho Santa Fe, Cal.

For that new pool SPECIFY...



Be sure the equipment for your swimming pool bears the name "Jacuzzi". Jacuzzi's engineering know-how and years of nationwide experience are your assurance of lasting satisfaction.

Complete sand-type filters, vacuum cleaners, lights, brushes, ladders... everything for your pool.



Webb Bros.

DISTRIBUTORS

252 W. GRAND AVE.
ESCONDIDO

THE TRADIN' POST

Gifte Shoppe

Merle Norman Cosmetics
Original Items, Wide Assortment
Theatre Arcade
SK 5-1695
Solana Beach

TIEDY'S

TELEVISION & APPLIANCES

RCA COLOR TV
PHILCO — PACKARD BELL
MAYTAG

509 First St. PL 3-1877
ENCINITAS

Rancho Hardware
in the Village Center

Have You Seen the Weber Bar-B-Q Kettle?
It's Great!

Also Barbecue Supplies
We Give S&H Green Stamps
PL 6-1702

CULLIGAN Soft Water SERVICE

for BETTER LIVING
111 So. Cedros P. O. Box 278
SOLANA BEACH
Phone SK 5-1022

Casa de las Flores



Anne Sterrett
1444 Highway 101
DEL MAR
SK 5-1091
Floral Designing with a Flair

For any make NEW or good used car, call BILL APPLE,

A & A MOTORS
QUALITY CARS

PL 3-1702
204 N. Hwy 101 Encinitas

Gailey's Photo Supply

"Escondido's Most Complete"
230 E. Grand
Phone SH 5-7823 - Escondido

MacPherson's

Men's and Women's
Quality Clothing

515 First Street
PL 3-1953
Encinitas

ENCINITAS APPLIANCE

G E and Frigidaire
620 2nd St. PL 3-1626

El Petite Beauty Salon
Helen Pooler, owner

SKyline 5-1088
WILSON THEATRE ARCADE
ON THE PLAZA
SOLANA BEACH

ENCINITAS LUMBER CO.

Everything and anything for building
745 First St. Encinitas
PL 3-1148

GOODIES GALORE COFFEE SHOP

The only Coffee Shop in Town
588 Hiway 101 Encinitas

DEL MAR PAINT and HARDWARE

Ruth Raney and Eileen Woods
Highway 101 SK 5-1666
at 12th Ave. DEL MAR

DOUGLAS HANNA

The Linen Shop
WAMSUTTA SHEETS and TOWELS
1141 Prospect St. • La Jolla

JOHN COLE'S

Book & Craft Shop
7871 Ivanhoe Ave.
LA JOLLA, CALIFORNIA
GLencourt 4-4766

1997,002,045